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USDA DISTRIBUTES POSTERS IN COLOR
AS PART OF ITS CONSERVATION CAMPAIGN

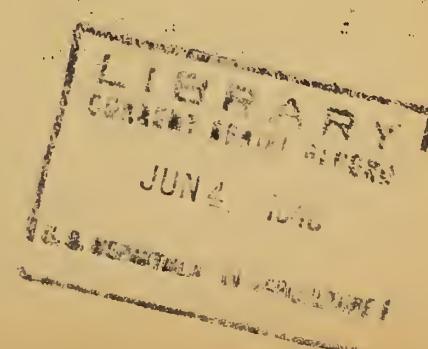
A series of six posters in color, each 18 by 26 inches, has been developed by the U. S. Department of Agriculture for use in its campaign to stop waste of food and feed supplies and to insure efficient use of the food and feed produced in the United States this year.

These posters lend support to the European Recovery Program, although only one is directly linked with overseas aid. At the same time, they point up the problems of scarce feed supplies and suggest control measures to farmers. The posters point to the county agent as the local source of information on good conservation methods.

Copies of these posters may be obtained from State agricultural colleges and county agricultural agents, as well as from the Office for Food and Feed Conservation, U. S. Department of Agriculture, which is in charge of the campaign.

The accompanying index shows these posters in miniature. Black and white glossy prints, 8 by 10 inches, are free on request to the Press Service, Office of Information, U. S. Department of Agriculture, Washington 25, D.C.

(OVER)



No. 1

THE RAT - the farmer's No. 1 enemy - destroyed or damaged an estimated 200 million bushels of grain in the United States in 1947. It also spread disease among people and animals.

No. 2

HE'S NO HUMBUG, say USDA specialists who helped the artist design him. Except for size--he's magnified 20 times--he's much like the rice weevil, one of the insect tribe which destroys 300 million bushels of wheat and other grain annually...600 million dollars worth at current prices. Adequate storage and modern control methods will sharply reduce this loss. County agricultural agents have the "know-how."

No. 3

KILL THOSE PESTS. That's what USDA specialists are urging farmers to do in stopping the annual half-billion-dollar loss in wasted feed, reduced meat and milk production, and damaged hides. Ten varieties of pests are attacking this beef animal. How many can you find and identify? USDA specialists helped the artist put the right kind in the right place...all except the two "bombers" boring in from the left. They're fictitious...put there by the artist to catch your eye.

Answers: screwworms, tail lice, warbles, hornflies, long-nosed ox louse, horseflies, ticks, short-nosed ox louse, heel flies and grubs.

No. 4

SHOCKING BUT TRUE. Largely because of faulty breeding, feeding, and management practices, 4 out of every 10 pigs farrowed in the United States never get to market. About 14 percent of all hog feed is wasted because of deaths of pigs while very young. County agents can tell farmers how to reduce losses in pigs and dollars.

No. 5

BETTER PASTURES kill two birds with one stone. They save scarce feed grains and provide more food for people. Pastures provide the best and cheapest feed for livestock. Dairy cows, beef animals, sheep, pigs, and poultry thrive on good pasture. Even on eroded land pasture will give enough feed daily to equal $8\frac{1}{2}$ pounds of good hay, 25 pounds of silage, and 4 pounds of grain. County agents can make specific suggestions to farmers.

No. 6

POWERHOUSE TWINS. That's what "Clean" and "Cool" are in the dairy farmer's tool kit. Because they are not fully utilized, U. S. dairy farmers lose millions of dollars annually when large portions of their milk and cream are marketed at lower grades than they should be. This is the result of less than careful handling of milk after it leaves the cow. Chief causes of milk rejections can be wiped out by pest control; clean cows, handlers, barns, utensils, and milk houses; quick cooling in clean water and clean equipment after milking; and protection from heating and freezing in transit.